

Web page seo surgery

No	Category	Surgery strategy	Action
1.	Critical surgery	How many bad linx are on your country web page?	Ask Donovan to help you get rid of them
2.		What is the keyword density of each of your whiteboard terms?	Ask Px for help
3.		Are your metatags complete and relevant?	Ask Ak for help
4.		Are your country web page fees too high	Prepare a supplier spreadsheet and agree new fees with aidan
5.		Ask katie to social media boost your country web page	<ul style="list-style-type: none"> • Guest blog post • Face book post • Press release
6.		Does your country web page contain all of the keywords that business people search for?	<ul style="list-style-type: none"> • Ask Paavan to show you how to do a google mole!
7.	Inbound linx	Who can link to your country web page? What independent website can place a link to your country web page? Google places a high value on this?	<ul style="list-style-type: none"> • You ask a supplier; • You ask a Client; • You place our ad on local Yellow pages; • You place our ad on local online trade directory; • You place our ad on your local Embassy;
8.	Differentiation	Is Aidan photo appearing in Google search results?	Inform Aidan and AK
9.		Is your photo and email address appearing on your country web page?	Ask Px to update your country web page for your photo and email address
10.	Easy to read	⇒ Does your country web page look good to a first time	Read our competitors websites to get ideas

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		reader? ⇒ Is it easy for a reader to navigate around your country web page	as to how to make your country web page even better
11.	Great content	⇒ Is there a lot of relevant content to help an entrepreneur clearly determine their simple business set up strategy? ⇒ Are there lots of golden nuggets on your country web page to help an entrepreneur conclude Healy Consultants is the one?	Read kpmg/ey country reports for golden nuggets
12.		⇒ Are the invoice notes accurate and relevant?	From Google, read in detail how to incorporate a company. Insert this information in the notes
13.		⇒ Add content from historic sub pages to your country web page. Over the past 7 years, past staff members wrote good content for your country, spread across old subpages	Ask Ak what subpages exist for your country web page
14.	Outbound linx	⇒ Is there enough linx on your country web page to high quality independent third party websites like kpmg, ey, bbc, Governments	<ul style="list-style-type: none"> • Where possible, link your country web page to Government websites (e.g. ACRA; • Under the tax section, link to the big 5 accounting firms tax guides for your country; • Under the why section, link to the big 5 accounting firms for why set up a biz in your country; • Under the why section, link to utube videos explaining why set up a biz in your country;

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15.	Emergency response	⇒ If all of the above is not getting you on the first page of google, it is time to split out pages. Each whiteboard key term to have its own web page for that term only;	<ul style="list-style-type: none">• Ask Ak what subpages exist for your country web page. Combine this content with the split out page;• Add in FAQ's to your page to increase content;